

Angela Kelly Smith

How to Use Social Media to Engage Your Audience with Hailey Clark
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Podcast Transcript

Kelly Smith: In today's interview, I'm talking with Hailey Clark on how small businesses can use social media to engage their audience. One of the things we discuss is brand voice. Your brand voice is essentially the way you share your message, the tone you use, how you let your brand personality come through. Think about the voice you use with your friends. Your voice is a reflection of your personality. One of the problems in the traditional business world is that so many of us always had to put on a facade at work. We couldn't be who we really were at work because we had to maintain a level of professionalism that our personality might not have fit perfectly.

For example, if your personality is rebellious or quirky, you had to hide that part in a traditional office environment. That's part of what makes a nine to five job so draining. When we have to cut off who we really are at work, it's really exhausting. That's at least eight hours a day of pretending to be someone else. That's part of the premise of the Apple TV Plus show "Severance" - watch it if you haven't. No spoilers, but the workers of this company undergo a procedure called severance that makes it so that at work, they don't remember their home life and at home, they don't remember their work life. They essentially become two different people.

Being in business for ourselves, we usually don't have to hide who we really are. In fact, it can hurt your business when you do, especially if you're the face of your business. When you're the face of your business, you've got to let your personality come out and you've got to hone your brand voice to be a strong and accurate reflection of your brand personality. Now, you define your brand personality with three to five adjectives, keep it short and succinct, otherwise it just gets confusing. My brand personality is sophisticated, aspirational, brave, and compassionate.

Now, take your brand personality and translate those adjectives into adjectives that define your brand voice. Some of them may be the same, but you can certainly pick others. Like my brand personality; my brand voice is compassionate, but also inspiring, curious, intelligent, and down-to-earth. Once you have your brand voice, make sure to

let it come through all of your messaging. So, let's get into my interview with Hailey Clark about engaging your audience through social media.

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I've been running online businesses since 2010. I took courses on social media in graduate school, and I am still not great at social media, so I'm really excited to chat with my guests today about how small businesses can use social media to engage their audience. Hailey Clark has over 15 years of marketing and design experience. She specializes in graphic design, website development, digital marketing, and social media management for small businesses seeking a personalized touch. Welcome, Hailey. I am so happy you're here today.

Hailey Clark: Thank you so much for having me. It's a pleasure.

Kelly Smith: Awesome. I'd love to hear about your background. How did you get into design, website development, digital marketing and social media management, and now you're getting into augmented reality development as well.

Hailey Clark: Well, it didn't happen overnight, as you can guess. Originally my career began out of a love of design and technology and it remains so. From using programs all the way back in the day, such as Adobe PageMaker, I don't know if you remember that program.

Kelly Smith: I do. Oh my goodness.

Hailey Clark: Which is funny because that one, the most recent update was 2001, if that gives you any indication of long I've been doing this for. And actually where my career got its start was in college; the birth of my career - the inception came from. I went to Wright State University. And at the time they didn't have any kind of website or design program, but they did have a program at the library where you could do student work and they had something called the Student Technology Assistant Center and what that - you know, shout out to STAC. But that was meant to teach students how to use a variety of programs. And so, I started out having to learn the first iterations of iMovie and Audacity and Dream Weaver and Front Page, which doesn't exist anymore either, back when Macro Media was the owner of the flash programming before Adobe even bought them. And at the time that was my introduction to everything in my career, so I took that information. And basically, students would come in, they would ask for help with anything. So building websites or having to build a presentation or edit a movie and I would help them learn how to do it. And if I didn't know how to do it, I'd learn on the

job, basically. And it was a great opportunity for me to learn all pieces of technology. Also in college, that was when Facebook came out for the first time and I was their target audience, so that was my first introduction to social media, and that was back in, I want to say 2004, 2005. Don't remember exactly.

Kelly Smith: Yeah, something like that.

Hailey Clark: Yeah, but that was how I got my start. And after that, I took all of that, got my first job out of college, working for an e-learning firm, doing flash animation for teaching sales techniques, which gave me a really great overview of the selling, you know, sales funnels. And it was geared towards, I think at the time to real estate companies, but that was where the first days out of college went. And then I got into working for a Halloween costume company and I was their senior graphic designer, eventually became senior designer. But over time, my career became more and more about learning the background of what goes into building a small business. So during my time at the Halloween costume company, I started my own consulting firm, which was basically because I had all of these skills that I had learned and people would go, "Well, do you know how to do this? Can you do this? Can you make me a flyer? Can you do this?" And just because you have all of those skills doesn't mean, you know, necessarily the bigger picture.

And I realized that people would ask me to do these things, but they needed more information. They needed to know the best things that they could do because ultimately I was working with small businesses, and small businesses need a lot. They have to wear a lot of hats and you go, "Okay, well you need a flyer, but you also need a strategy that goes along with this." But I didn't know that early on, so I had to kind of learn as I did it. And then I got further into marketing strategies; time went on, I read a ton, attended tons of webinars because I was like, "Look, there's so much that goes into this."

But anyway, the point of that whole long-winded thing is that ultimately at the end of the day, it came down to utilizing technology to help small business owners really get their messaging out there. And using social media in that entire piece was just kind of intrinsic to it because over time, social media became more and more and more and more relevant. And at this point, if you're not on social media, you don't exist. So, thankfully, all of that technology learning and marketing learning, parlayed into being able to utilize all of these things together. And so yes, and now we're getting into augmented reality, which is a whole wild west right now. It feels so much like the first days of the internet, that there is this kind of, it's a lawless land where it's limited only by your creativity and it hasn't really become standardized yet, which is kind of cool.

So, it's very interesting to see how it's impacting just standard organic reach, but also the way the businesses can leverage that too and say, "Okay, well, how do we make something that becomes viral but is also something that is good branding," you know, and looking at that because it can be anything. It's saying, you know, why don't we make a filter that has our entire store in the background and a lion shows up from the side, you know, it's as random as that because it is very much driven by what people respond to and what people respond to can change. It is a lot of fun though. I'm very much enjoying. TikTok was one of those things that took me a while to really warm up to.

Kelly Smith: I'm still not into TikTok. I don't get like all the scrolling by and when Instagram briefly switched to that mode, like, oh my God, no. And so, they just switched back to their previous scrolling style. I'm like, "Thank God. It feels like home again."

Hailey Clark: Yeah. That was a big thing, and there were lots of people, very, very upset about that. And I think it just comes down to the fact that the market share of TikTok is so humongous that Instagram is really trying to figure out how they can get in on that piece because they're like, "Well, we have videos, we have photos, but people who are photographers and people who use it as a photography channel, they're going, "No! No way, get us back there. You know, we don't want to just be on Pinterest all the time." But it is very much - it's a lot of fun, but specifically TikTok, I mean, I think what was the most recent thing that came out where they had over a billion users; that it had more search, it was edging out Google at this point. And it's extraordinary because looking at it from me two years ago would just laugh at that. Be like, "No way! There's no way that that can possibly ever be a thing. It's an app for children who dance. That's all."

Kelly Smith: Yeah. But you're right. Now it is a leading search engine, not for goofiness, but for actual information.

Hailey Clark: Absolutely. And I think that is largely because customers require validation, and the real benefit the video provides is real time validation purpose. Like it gives you that, you know, you're in somebody's space. If you're looking at, say, a t-shirt online and you have a picture that's provided by the retailer, it's going to be the Photoshop version, you don't know if it's real or not. But if you have a video of somebody on TikTok with that t-shirt; you can see the fit, you can see it in different lighting, you can see it on somebody's body and the way it moves, you can see the way the fabric moves. It gives you more information. And not just that, but you're more

inclined to make that purchase because you can see yourself in it. It's a real person utilizing whatever, you know, product X is.

And because people aren't in stores as much anymore. You know, the generation Z is trained to purchase everything online. You know, obviously there's still brick and mortar stores out there, you know, as working with small businesses, they're very real, but you have to have a presence on, you know, not just on a website, you have to be in social media because that's how people get product validation these days. And whether it's product or service, whatever, that's how me personally as a shopper, that's what I do. Before I go anywhere, I check Google reviews and I check their Facebook feed, I check to make sure that they exist and that I'm not going to get taken for a ride. But it's about the story that you tell as a brand on whatever channel you're using.

Kelly Smith: Very true. I hadn't actually thought about going to TikTok to look for people wearing an article of clothing that I was considering buying. Though I do love seeing on an item's page on the store's website; user submitted or customer submitted photos, I love that, that really, really helps. So yeah, I guess I should go to TikTok

Hailey Clark: Well, and it's something that - I mean, my TikTok handle is thisoldhagmarketer. Because I went on there going, 'Okay, well, you know, this is where all the kids are, what are the cool kids doing?' And ultimately I realized that there is a large demographic of people that are my age and older that are on TikTok, utilizing it as, you know, there's influencers out there that are using it and monetizing it every day. And they've created a following and it's very much based on the TikTok algorithm, that's how everything is controlled, but they do a really good job, which is a little creepy, I mean, to be fair. The algorithms for all of these major social media platforms, they all have their own individual algorithm that gets to know you based on your behavior and all of that. And it's very comforting that I'm getting fed content I want to see but it's also very creepy that they do.

What I was trying to say is that there was a resistance initially to getting on TikTok. I had no interest. I was like, "No way, this isn't something I want to do." But what I did, and this is what I recommend to small business owners; if they have any fear of these platforms, especially TikTok nowadays, because there's still a lot of people that I know that have tons of resistance to it. They're like, "I'm never getting on TikTok, the end." And I'm like, "All right, but you're going to miss out on that market share." But I just recommend getting on it. Not posting, you don't have to interact, just see what it does and get a feel for the way the platform works, because it doesn't work the same as Facebook. It doesn't work the same as Instagram, it doesn't work the same as Pinterest or all the other ones that we've become comfortable with, but it definitely offers

something new. And it's something that as you get into, you start to kind of understand the TikTok universe. So, I just recommend getting on TikTok and giving it a shot.

Kelly Smith: I have an account on there. I haven't been on there in a while, but I can try. So yeah, TikTok doesn't know me yet. It has no idea what to show me. And I guess that's part of the problem, so since it doesn't know what to show me, it's just throwing all this stuff at me, I'm like, "No, no, no."

Hailey Clark: Yeah. It really comes down to... it took me probably about a month on TikTok to really see stuff that they were the things from the people that I followed, but were also things from people I didn't follow that I did respond to, but it took a while for my behaviors to really inform the app, which again, take it or leave it, but it does do a really good job of that. And especially younger audiences, they are used to their apps, their programs, their online experience conforming to them and their interests. That's what it's really about. So if you have any resistance to it, just realize that you don't have to post on there, but it is worth it to at least see how it responds to you.

Kelly Smith: Yeah, true. I guess as a small business owner or entrepreneur, to check it out to see if there is value to being there, to start posting there, because there very well may be each platform, like you said, is different and maybe your audience is there.

Hailey Clark: Right. And it may not be, that's the thing. In working with small business owners, one of the biggest pieces is, especially from somebody - you know, say you're talking to a small business owner and they're going, "I don't know what to do on social media. I don't know which avenues to go into." That's one of the biggest places where I feel like I add value because different audience exists on different platforms. So, if you are a B2B business, so you're a law firm; you're not going to say get on Pinterest necessarily, first thing. And you're not going to say, get on TikTok, first thing. You're going to say - unless your audience is younger-skewing demographic, but you're probably going to say, get on LinkedIn, start there. And that's honestly, what I recommend to small businesses is to start with one. Start with one platform.

There are so many that exist out there, and it's really easy to just get overwhelmed. Because it is overwhelming. There's so many options. You can go, well, I can be on Facebook, I can be on, you know, the list goes on, but just start with one and make sure it's the one where your main persona, that your customer persona, the one that you're going after is going to be on. And that's where I recommend starting because the other ones come over time, that, once you get comfortable with one channel, you can then branch out and say, well, maybe some of my audience is over here on Facebook, is in a Facebook group, or maybe it's over here on TikTok. But you have to kind of know where

to spend your time and your effort. And spend it wisely, especially because small business owners don't have the time to go, "I'm going to put everything on every social media channel. I mean, to be fair, some business owners do have an intrinsic level because they've used it for personal use for a long time, but some don't. Some have a lot of resistance to it and are really uncomfortable about it because there are a lot of pieces to the technology.

Kelly Smith: So being on all of these channels, like once you do branch out and I'm sort of skipping ahead here, but this is related to audience engagement, which is what we're getting to. If you are on too many platforms at once, you can't engage because you're going to run out of time. So, starting on that one platform, then you can focus your limited time on engaging.

Hailey Clark: Absolutely.

Kelly Smith: Talk about what engagement is then.

Hailey Clark: Engagement is - well, I mean, it's exactly what it sounds like; it's engaging with your audience. So let's take Facebook for example. Engagement is you - say you put a post up, it's you responding to their comments on your video, or it's you going into one of the Facebook groups and making comments on something that's going on in your community. It's interacting. It's the interaction that if you're familiar with social media in your personal life, that's the easy part when you move that over into your business side, because you basically say, "Okay, what would I do if this were my friend posting?" You'd post a comment back, you'd hit the heart button; you would do that. The engagement part is, it's the conversation you would normally have at a brick and mortar store in a brick and mortar location, or if you're out making sales, but in the digital format, it's that piece. It's having a conversation with a customer. Just now, instead of it being face-to-face or at the counter, it's now online, it's now you saying that shirt... say they post a photo of an outfit that they bought from your little boutique; you respond and you say, "That looks amazing on you. We're so happy to have given you that experience," or whatever your response is going to be. But it's that piece.

What that does is that gives them a sense of that you're not just an online persona, that you're a real person, that your business has a real identity and that they can interact with you. Because aside from validation, what people at this point most consumers want is that interaction. Because once upon a time, and people still do this; they will pick up the phone and call you and ask questions and all of that. But nowadays, instead of picking up the phone and calling you, they'll send you a Facebook message. They'll ask a question on a post about a t-shirt, you know, that's how they interact with you. And I

suppose a better term for engagement is just interaction. It's interaction with customers,, and that's really what it is at the end of the day.

Kelly Smith: And I feel like too often, small business owners or entrepreneurs will just post something on social media and it's like "Field of dreams." If you post it, they will come. And that's just not true. So, I feel like posting questions helps to get engagement or encourage engagement, better engagement because people will answer questions more than they will just read a post, and they like, "Okay, what do I do with this?"

Hailey Clark: I was going to say that with business owners and anyone that I work with, one of the first things, that once we've worked out a strategy, once we've worked out where they're going to go online, I talk about this basic formula. It's a very simple formula. It's been talked about by many other marketers. It is not my idea. I don't even know where it came from initially because it's been passed on from marketer to marketer but the formula is this; it's the HIC formula. It's Hook information or intent, basically. It's mostly information/call to action. That's what it is. And every single post that you do, whether it be a video, whether it be a photo, whether it be a caption; you want to include those, specifically a caption with a photo, rather it's the best way to say that. You want to make sure that you've got that in there because the hook is the thing that gets them in the door, the information slash insights are the thing that give them the information you want to feed them. And then the call to action is what they need to do to take action on whatever it is that you're talking about.

So say you're a restaurant, you know, I always hate doing this part because there's so many different pieces, but a hook for that would be, "Summer in the city," or whatever, basically something exciting that is about that. And then you have the special of the day, and then you have to call to order or book a reservation today, whatever that is, that's the basic structure of it. So, that is what I tell owners across the board; use that formula, it will get you most of the way there. There's so many pieces to it, social media in general, but that alone will get you pretty far because you have that, and then obviously you get into hashtag strategy and that is a whole other animal and we don't have enough time today, but -

Kelly Smith: Yes. Hashtags, yeah, oh my God. And there's so much research that goes into that and getting them just right. Oh my gosh, I have certain ones that I use for like every single podcast post on Instagram at least. But yeah, oh my God, it's crazy.

Hailey Clark: And there's so much that goes into it because it's different for every platform. Once upon a time for Instagram, it used up to 30 hashtags and people would post all their hashtags and have it in the comments. It was Bedlam. But what's

happening now, and one of the things I will talk about is the SEO of these different platforms is their hashtags. But, because of AI technology, because you have auto captioning that's available on a lot of these, they're doing the SEO for you. It's literally the words coming out of your mouth that are being translated into that SEO text, that the hashtags are becoming less and less important, which, take it or leave it, they still have relevance to this day. They still serve a function. But the words that are coming out of your mouth are becoming more important, especially on things like TikTok.

Kelly Smith: True. That's awesome. When you were talking about the engagement and certain companies doing it well earlier, I think about Wendy's. I don't know how much they are answering. They probably are, but I don't know how much they are answering questions online, but oh my gosh, their sense of humor and their personality that comes through, you know, pure engagement. They're just excellent. And I don't have an example of a company that is really great at answering questions and doing customer service online, but there are some and I didn't prepare enough.

Hailey Clark: No, I mean, there's so many. I mean, you would have to do a hundred years of research just to see all of them. One of the companies that does a really good job of this, and it's not necessarily answering questions directly, it's more, their engagement piece - is Chewy. Chewy does a great job; they're on Facebook, they're on Twitter. Twitter is a good example of seeing brands do a really good job of having a brand personality. That's honestly - literally my Twitter feed is just brands because that's my interest personally, because I'm bigoldmarketingnerd, but I like following brands that have a very clear personality, very clear voice. And Wendy's is an example of that, which is perfect because they have a very clear brand voice. But other brands do a great job of that as well, and yeah, Chewy is one of them, especially on the engagement end, because what they do is they engage with people in the comments.

They'll post something that is their latest dog toy that's really silly, and people will post things back and they'll be kind of snarky, very funny. They do a really excellent job because that's the point. And I think when it comes to larger brand engagement, it comes down to having a very clear brand voice that instead of it being a person, you know, like Wendy's, obviously she talks - it's Wendy, the logo, but other brands like Nutter Butter- they are another one that's on Twitter. They do a great job of it as well, but they have a very clear brand voice, and they don't have a person behind. I mean, obviously there's people doing the work, but they don't have a face on the identity, it's a Nutty Butter Cookie.

Kelly Smith: There's no Mr. Nutter Butter.

Hailey Clark: Right. And it's just a cookie, but that cookie's voice is very snarky, very silly, you know, a little old time, but they have a clear vision of what that brand voice is. And the best part of seeing brands do that engagement piece is seeing how that brand voice engages with customers. And it's funny. If you have a brand voice that's silly, it's a good time. It has a huge entertainment value.

Kelly Smith: Yes. And that's where that strategy comes in that you mentioned at the beginning of this episode is, you need a marketing strategy that involves that brand and coming up with that brand voice, honestly, before you really start posting on social media.

Hailey Clark: Absolutely. Yes, for sure. When I work with small business owners, I take a who, what, when, where, why, and how tack; before you start doing anything, you have to answer all of these questions. And the first one is who, and it's who is your brand? Who are you? And what is it that you're saying? Because they have to know very clearly. And this comes down to just a standard SWOT analysis of their own business and having a very clear mission/vision values. And if they don't have that, we set that up that. Most businesses do; they just don't have it clear in their head.

Kelly Smith: They don't have it written down.

Hailey Clark: Right. And it's so funny to me because when I became a small business owner, I was like, "Oh, that's super easy. Super!" No, it's not. No, it's not. Because you have so many things that you can do so many things that you can make happen, but if you lack that clarity of vision for what your business is, that will translate into social media first thing - absolutely first thing. Because if you don't have that clear, it also leads to chaos of posting, because you're like, "I don't know what to post, you know, I could post this, I could post this." But if you have that clear vision of your brand or that sub-brand of your brand, whatever, it makes posting a lot easier because you can develop that strategy around that messaging. And one of the things that I work with owners on is having content buckets, and this is something that every social media manager they'll work with you on is having content types that you create. So whether it's educational, whether it's entertainment value or informative, that kind of thing, that each content type, you will have a different type of content that goes out. So, you'll have a video that's an educational video, you know, what does that look like? But to set it up in different content buckets - so you're not just putting stuff out there that you're like, I have no idea what value this serves, I have no idea what this does for my brand -

Kelly Smith: But it's something. It's something at least.

Hailey Clark: Right. Because you had somebody say, "Well, you have to post stuff on social media." And you're like, "Okay, I'll do this." It's about the strategy behind it. And it really comes down to at the beginning before you get on any social media, before you put anything out there at all, having a clear idea of who you are as a business and knowing what value you serve to the community, and that's before you do anything.

Kelly Smith: I imagine that you highly advocate for using a social media calendar.

Hailey Clark: Yes. Oh boy! Honestly, that's the when of my six questions. Because that comes down to, okay, how often are you going to post? How much time do you need to dedicate to content generation? Do you need to hire it out? Do you as a business owner have the time to do this? Ultimately, a lot of business owners don't have the time to do it, but they need to have the strategy and understand the direction of their social media strategy before they hire a social media manager. Because ultimately, if you don't know what you're doing, you can have somebody else handle it. It'll be fine. But if you don't know what your business is doing online in that sphere, or even have the ability to give someone direction, it's kind of messy and it's not as good.

So one of those main pieces is, yeah, absolutely, make a social media calendar. And there's tons and tons of tools that you can use that will help you do that. Honestly, Facebook now has their own built in content planner which is part of Meta business suite, because Facebook is not Facebook anymore, it's the Metaverse, which I should have probably mentioned earlier. But ultimately they do, they have their own content platform that will, because Instagram is part of it, will serve to Instagram as well if you set it up to do so.

Kelly Smith: And you can schedule from there. It doesn't have to be just post instantly. You go into the publishing tools and schedule from there.

Hailey Clark: Yes, absolutely. And the cool thing is now, it actually gives you keyword and hashtag prompts. That was a cool thing I saw recently. So if you're not sure what to use, you can actually search that in the Meta Business Suite now, so keep an eye on that.

Kelly Smith: Excellent. And LinkedIn and Twitter let you as businesses - I mean, LinkedIn in general, but a business can also do it on Twitter too, right?

Hailey Clark: Yeah, you can do that as well. Twitter, honestly, I'm not as familiar with Twitter. I use Twitter on occasion. It's one of those, because so few of the small businesses that I work with really utilize it, because it's mostly a really great branding

opportunity. If you have a lot of information, you have to get rid out really fast and you have to put out stuff that your audience is in that space, that's great. But for most of the small businesses I work with, they're not really there. So, I don't know if they allow you to schedule it in advance, but I know that they give you trending hashtags and all that stuff available on Twitter as well.

Kelly Smith: I use Meet Edgar for scheduling in advance, and then I do it directly to LinkedIn.

Hailey Clark: I like LinkedIn's functionality where they give you hashtag prompts that based on whatever you type is your caption. I appreciate the way that they've got it set up on LinkedIn a lot.

Kelly Smith: That's great. So, what else can people do for increasing engagement?

Hailey Clark: I mean, as far as increasing engagement, literally the best thing that I can recommend; beyond just after you set up, you know, who is your business? What are your content buckets; beyond that it's activating your employees. This is the one piece that I really encourage small business owners, especially.... because they have such a limited bandwidth, is to work with their employees and involve them in the process. So say you're an automotive shop and you are trying to increase engagement, it's like showing people what you're doing in the auto body shop, or working with them about, you know, hosting a contest or whatever. Basically, engaging your employees in the process so that they can help to advocate for your brand online as well. And I've seen it before... depending on the business model. Some business models that doesn't really work for because you're working with one person, but if you have a customer base that works largely with your employees, that's a really great place to do that because you can create those advocates within your brand that can help to build it. And you can basically say, "Hey, post to our Facebook page or whatever and show off what we do," because then they can actively engage for you, so you don't have to sit there and monitor all your social media channels. That's a great place that you can say, you know, "Hey, you guys made this" - you know, say you're a restaurant and you have servers that are working for you and say, it's not the dinner rush and they are helping you to do stuff; you can have them take photos. You can have them take photos of each other and the food and whatever. That's something that you can get a little bit more stuff coming out of your business and you can have them sharing in that process. It also helps to increase community engagement too.

Kelly Smith: That's true. So a risk though, of just letting them post is, if they aren't having the best relationship with your company, then you don't know what they're going to post.

Hailey Clark: For sure.

Kelly Smith: So you could have your social media manager slash gatekeeper, do all of that. You know, they can send the social media manager their photos, and even a blurb about what they would like to say. The manager could post for them. I do love the idea of having other people post directly, but

Hailey Clark: It's a dangerous proposition, and so I fully understand that. So if you, as a business owner aren't comfortable with that, there are tools that exist online, that is that gatekeeper that you have different programs that you can use. So say you're a multi-unit owner of a business; you can use programs like, it's called Soshi is one of them. We use that for one of our businesses that you can have employees on the platform that they put content on the platform itself, you as the business owner go in and say yes or no, and then you, "Oh, live." And there's tons of other services just like that, so there are plenty of opportunities within the great technological boom we're in that will give you that level of oversight, which I personally, I have a lot of business owners that really like it. Some business owners are comfortable with having their employees as managers. That's the other thing; on Facebook and specifically on Facebook/Meta, you have the ability to create sub-users that have different restrictions so that they can't just go in and post whatever. Like some can have things that you say, "Okay, you have to run it by me first." That kind of thing.

Kelly Smith: So true. That's awesome. Why didn't I imagine that there would be platforms that, yes.

Hailey Clark: Because there's so many things to do with marketing these days. There's a million and a half. There's no way you can have it all in your head.

Kelly Smith: No, but I think if you can imagine it already exists.

Hailey Clark: I feel that way so much.

Kelly Smith: I mean, obviously not everything because somebody invented that and yeah Man, that's awesome.

Hailey Clark: That's another great tool that small business owners can use, and they're not super costly. You can get the real Cadillac versions of those softwares that'll do your posting, that'll do your social listing that'll do all of that. And there's versions you can spend lots and lots of money or you can spend a little bit of money depending on the size of your organization. It's just totally dependent on your needs.

Kelly Smith: True. Very cool. So along those lines, then that also goes back to why it's super important to know your brand voice and brand identity so you can get buy-in and get everyone on board from the company or within the small business, so that they can adapt their voice to the company voice as well. It doesn't have to be identical when you've got individuals posting, but at least stay as close to on brand as possible

Hailey Clark: Brand standards. Across the marketing universe of like, "No, not brand standards."

Kelly Smith: I mean, for me, yes, please, brand standards, but it's the individuals who are like, "No, the brand voice."

Hailey Clark: Yeah, exactly.

Kelly Smith: Yes you do, but you can't diverge totally from...

Hailey Clark: No, you have to have some semblance of sanity in the whole process. And that really does come down to, it is the brand voice, but it's also, yeah, that mission/vision values of that helps to inform exactly the stuff that you as a brand are doing, what that sounds like, the goals that you have at the end of the day. Because if you are again, you can say, yeah, you're a restaurant, you exist in your community, but you also have other things outside of just feeding people. It's like you have more reasons to go into business, there's more behind why you open your doors, and that goes into that mission/vision values and your brand, you know, who your brand becomes. And whether you say one single unit or you grow into franchising, whatever; having that from the jump will help not just your social media strategy, it helps ultimately all of your branding in general.

Kelly Smith: Absolutely everything awesome. So, how can people find you to learn more or to work with you?

Hailey Clark: Well, honestly you can go to the two places that I will recommend, one is TikTok because that's the one; I've just been having a lot of fun, I recommend you go there. My handle is @thisoldhagmarketer, that's where you can find me. You can also

find me on my website, which is www.haileymclark.com. And I spell my name a little differently. So it's H A I L E Y middle initial, M Clark. I keep saying, people are like, what the M stands for? I'm like, marketing. Actually Marie, but I just keep saying, you know what, the M stands for marketing. That's what it stands for.

Kelly Smith: Oh, I love it. That's great. That is easier to remember, so perfect. I will put both of those links in the show notes and on this episode's page on my website.

Hailey Clark: Awesome. Thank you so much.

Kelly Smith: Fabulous. This has been great. Thank you so much for being here and sharing all of this. I love it. This is awesome.

Hailey Clark: Thank you for having me. This has been a great time.

Kelly Smith: Absolutely. So y'all can leave comments on this episodes page on my website, link in the show notes. And please check out Hailey's website and her account on TikTok. I will be going there and following. Yes, I'm there. At least now I have someone to follow, so that'll be great. I think I follow two people and I don't even remember who because I haven't been there in so long.

Hailey Clark: And I'm sure it's totally changed.

Kelly Smith: Yeah.

Hailey Clark: It changes every six months.

Kelly Smith: Do you post stuff?

Hailey Clark: Oh yeah, yeah, yeah, yeah. I post all kinds of stuff. And you can see some of the AR effects that I've made. Fun fact, we'll end this on that .recently I had an AR effect go viral. It was the Pantone, which color of the year effect are you? But it's apparently cursed. It's fall into curse TikTok, which is fun. If you get on TikTok, you'll see curse TikTok. It's now what is the worst year of your life? And I'm like, really guys? It's just Pantone. It's just Pantone. I didn't make these up. It's so funny. It's the Wild West. That's why I keep saying it's the Wild West. It's chaos over there, but it's so much fun.

Kelly Smith: Oh my goodness. All right, I will go check that out right away, and y'all be sure to as well. All right, thank you again. I will be back in a few days, so see you all next time on the Marketing Chat Podcast.

Find Hailey at <https://www.haileymclark.com>

Find her on TikTok at [@thisoldhagmarketer](#)

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Angela Kelly Smith is the host of the [Marketing Chat Podcast](#), a co-host of the Geek Girl Soup Podcast, and the founder of the [Women Podcasters Academy](#). She is the author of the Amazon bestseller [The Podcast Launch Playbook](#). With more than 20 years of experience in marketing, Kelly helps entrepreneurs build their online presence and authority through podcasting. She offers a course, community, and private coaching on starting and growing your own podcast. Find Kelly at angelakellysmith.com.